

IN THE CLAIMS:

Please amend the claims as follows:

1. (currently amended) A method of increasing win probability of a vendor competing in a complex contract competition, comprising the steps of:
 - receiving a request from a buying organization;
 - calculating a value position of the buying organization, wherein said calculating step comprises:

identifying an industry having industry standards in which the buying organization is defined;

identifying a plurality of change in wealth factors of the buying organization, wherein a numerical industry standard value is attributed to each of the plurality of change in wealth factors;

assigning a numerical value from a numerical range to each of the identified a plurality of change in wealth factors of the buying organization by comparing each of the change in wealth factors to the industry standard, wherein the numerical industry standard value is assigned if the change in wealth factor is neutral relative to the industry standard, a numerical value greater than the numerical industry standard value is assigned if the change in wealth factor is positive relative to the industry standard, and a numerical value less than the

numerical industry standard value is assigned if the change in wealth factor is negative relative to the industry standard;

adjusting each of the assigned numerical values by a predetermined unit amount depending on a time frame in which the change in wealth factor occurred, wherein the assigned numerical value is increased if the time frame is short relative to the industry standard, and the assigned numerical value is decreased if the time frame is long relative to the industry standard;

tallying the numerical industry standard values for each of the identified change in wealth factors to provide a total industry standard value, wherein the total industry standard value and a variance therefrom defines a central value range;

tallying the adjusted, assigned numerical values to provide a total value;

comparing the total value to the central a-predetermined value range;

assigning a neutral value position to the buying organization if the total value is within the predetermined central value range;

assigning a positive value position to the buying organization if the total value is greater than the predetermined central value range; and

assigning a negative value position to the buying organization if the total value is less than the predetermined **central** value range;

framing a response **of an overall loss** to the request based on the calculated value position **if the assigned value position is positive or negative;**

framing a response of an overall gain to the request based on the calculated value position if the assigned value position is neutral; and

submitting the framed response to the buying organization.

2. (previously presented) The method of claim 1, comprising the further steps of:
calculating a value position of a competitor; and
predicting a competitor response to the request based on the calculated value position of the competitor.
3. (previously presented) The method of claim 2, including the further steps of:
comparing the competitor response to the calculated value position of the buying organization; and
predicting an outcome for the competitor.
4. (previously presented) The method of claim 3, including the steps of:
comparing the competitor response to the calculated value position of the competitor; and

adjusting the calculated value position of the competitor so that the competitor response corresponds to its calculated value position.

5. (previously presented) The method of claim 1, comprising the further steps of:

editing at least two responses to form an initial choice set;

applying the calculated value position to the initial choice set to form a final choice set; and

determining an outcome of the final choice set based on the calculated value position of the buying organization.

6. (previously presented) The method of claim 1, comprising the further steps of:

calculating a value position for a vendor;

identifying an area of organizational inertia;

controlling the area of organizational inertia during an evaluation phase of the complex contract competition.

7. (canceled)

8. (currently amended) Calculating a value position of an organization, comprising the steps of:

identifying an industry having industry standards in which the organization is defined;

identifying a plurality of change in wealth factors of the organization, wherein a numerical industry standard value is attributed to each of the plurality of change in wealth factors;

assigning a numerical value from a numerical range to each of the identified a plurality of change in wealth factors of the an organization by comparing each of the change in wealth factors to the industry standard, wherein the numerical industry standard value is assigned if the change in wealth factor is neutral relative to the industry standard, a numerical value greater than the numerical industry standard value is assigned if the change in wealth factor is positive relative to the industry standard, and a numerical value less than the numerical industry standard value is assigned if the change in wealth factor is negative relative to the industry standard;

adjusting each of the assigned numerical values by a predetermined unit amount depending on a time frame in which the change in wealth factor occurred, wherein the assigned numerical value is increased if the time frame is short relative to the industry standard, and the assigned numerical value is decreased if the time frame is long relative to the industry standard;

tallying the numerical industry standard values for each of the identified change in wealth factors to provide a total industry standard value, wherein the total industry standard value and a variance therefrom defines a central value range;

tallying the adjusted, assigned numerical values to provide a total value;
comparing the total value to the central a-predetermined value range;

assigning a neutral value position to the organization if the total value is within the predetermined central value range;

assigning a positive value position to the organization if the total value is greater than the predetermined central value range; and

assigning a negative value position to the organization if the total value is less than the predetermined central value range.

9. (canceled)

10. (previously presented) The method of claim 8, wherein the change in wealth factors are selected from the group consisting of a merger, an acquisition, a divestment, a regulation change, a change in market demand, a change in margin, a change in shareholder value, a change in distribution channels, a change in revenue streams, a change in credit rating, a change in facilities requirements, a change in competition, a change in business requirements, a change in support systems, a phase-out of applications, a change in techtronic trends, a default on a contract, a reduction in force, an ERO, a change in personnel, a change in business lines, a change in product structure, a Securities and Exchange Commission investigation, and a security breach.

11. (currently amended) The method of claim 8, including the steps of:

framing a first response of an overall gain if a neutral value position is assigned to the organization; and

framing a second response **of an overall loss** if one of a positive value position and a negative value position is assigned to the organization.

12. (original) The method of claim 11, wherein the organization is one of a buying organization or a vendor.

13. (currently amended) A system for calculating a value position of a buying organization requesting responses to a complex contract, the system comprising:
a computer having a display;
a computer program executable by said computer, said computer program having a plurality of input fields, and said computer program having computer instructions for:

providing a change of wealth factor corresponding to each one of said plurality of input fields, **wherein a numerical industry standard value is attributed to each change in wealth factor;**

assigning a numerical value to each change in wealth factor entered in each of said plurality of input fields **by comparing each change in wealth factor to an industry standard, wherein the numerical industry standard value is assigned if the change in wealth factor is neutral relative to the industry standard, a numerical value greater than the numerical industry standard value is assigned if the change in wealth factor is positive relative to the industry standard, and a numerical value less than the numerical industry**

standard value is assigned if the change in wealth factor is negative relative to the industry standard;

adjusting each of the assigned numerical values by a predetermined unit amount depending on a time frame in which the change in wealth factor occurred, wherein the assigned numerical value is increased if the time frame is short relative to the industry standard, and the assigned numerical value is decreased if the time frame is long relative to the industry standard;

tallying the numerical industry standard values for each of the change in wealth factors to provide a total industry standard value, wherein the total industry standard value and a variance therefrom defines a central value range;

combining each of the adjusted, assigned numerical values to form a total value;

comparing the total value to the central a-predetermined value range;

assigning a neutral value position to the competitor if the total value is within the predetermined central value range;

assigning a neutral value position to the buying organization if the total value is within the predetermined central value range;

assigning a positive value position to the buying organization if the total value is greater than the predetermined central value range;

assigning a negative value position to the buying organization if the total value is less than the predetermined central value range; and

displaying the assigned value position on the display.

14. (currently amended) A system for calculating a value position of a competitor competing with a vendor for a complex contract, the system comprising:
- a computer having a display;
 - a computer program executable by said computer, said computer program having a plurality of input fields, and said computer program having computer instructions for:
 - providing a change of wealth factor corresponding to each one of said plurality of input fields, **wherein a numerical industry standard value is attributed to each change in wealth factor;**
 - assigning a numerical value to each change in wealth factor entered in each of said plurality of input fields **by comparing each change in wealth factor to an industry standard, wherein the numerical industry standard value is assigned if the change in wealth factor is neutral relative to the industry standard, a numerical value greater than the numerical industry standard value is assigned if the change in wealth factor is positive relative to the industry standard, and a numerical value less than the numerical industry standard value is assigned if the change in wealth factor is negative relative to the industry standard;**
 - adjusting each of the assigned numerical values by a predetermined **unit amount** depending on a time frame in which the change in wealth factor occurred, **wherein the assigned numerical value is increased if the time frame**

is short relative to the industry standard, and the assigned numerical value is decreased if the time frame is long relative to the industry standard;

tallying the numerical industry standard values for each of the change in wealth factors to provide a total industry standard value, wherein the total industry standard value and a variance therefrom defines a central value range;

combining each of the adjusted, assigned numerical values to form a total value;

comparing the total value to the central a-predetermined value range;

assigning a neutral value position to the competitor if the total value is within the predetermined central value range;

assigning a positive value position to the competitor if the total value is greater than the predetermined central value range;

assigning a negative value position to the competitor if the total value is less than the predetermined central value range; and

displaying the assigned value position on the display.

15. (canceled)